2022 Local Advertiser Survey
The nation’s largest survey of advertising and marketing decision makers within all industries across local U.S. markets

NEW! topics for 2022
- How many LOCAL media companies have you bought from?
- Is your 2022 marketing spend above or below what you thought it would be?
- And more...

Also included:
- What they spent in 2022, by each advertising method
- What they’ve budgeted for 2023, by each method
- Direct mail use and effectiveness
- Separate 20-question survey of local ad agencies

Get open-ended comments from your customers.

“I hate having someone trying to sell me something that I know more about than they do. Train your salespeople to be experts at what they are selling. Otherwise, it's the sight-impaired leading the blind.”

Find out what your advertisers are spending

Use results to:
- Tweak internal strategies
- Improve sales training
- Understand threats
- Identify opportunities
- Build advertiser relationships

FIELD DATES:
Sep 3 – Oct 28

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>% Using This in 2020</th>
<th>Avg. Spending in 2020</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>93.6%</td>
<td>$26,308</td>
<td>21%</td>
</tr>
<tr>
<td>Email marketing</td>
<td>63.1%</td>
<td>$19,213</td>
<td>19%</td>
</tr>
<tr>
<td>SEO</td>
<td>59.7%</td>
<td>$18,218</td>
<td>14%</td>
</tr>
<tr>
<td>Web Design/Dev.</td>
<td>51.6%</td>
<td>$26,452</td>
<td>14%</td>
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<tr>
<td>SEM</td>
<td>48.4%</td>
<td>$27,933</td>
<td>18%</td>
</tr>
<tr>
<td>Online Video/OTT</td>
<td>44.8%</td>
<td>$31,316</td>
<td>26%</td>
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<tr>
<td>Online Listings</td>
<td>44.7%</td>
<td>$8,076</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>37.3%</td>
<td>$8,500</td>
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</tbody>
</table>
### Sample Questions

#### 2022 Local Advertiser Survey

**This is a sample, not all questions asked are included here**

#### SCREENER
- Advertising Budget Knowledge
- Marketing Expertise
- Industry

#### GENERAL BUSINESS PROFILE
- About how many full- or part-time employees work at your company?
- How many years has your business been operating?
- What is the range of gross annual revenues for your business?
- Who develops your marketing plans?

#### ADVERTISING
- Did your company purchase [ITEM] in 2022/plan to purchase in 2023?
- How much will your company spend on [ITEM] in 2023?
- Are you spending more or less on advertising than you planned at beginning of year?
  - If more, why?
  - If less, why?

#### DIGITAL MARKETING
- Did your company use [ITEM] in 2020/plan to use in 2023?
- How much will you spend in 2022? (by ways used)
- Expected use of various digital services (email, social mgmt., etc.)
- If you bought from a newspaper, did you buy both digital AND non-digital elements?
- How much did you spend on Amazon, Google, Facebook advertising?

#### MARKETING EFFECTIVENESS
- Rate overall effectiveness of each media purchased

#### DIRECT MAIL
- What specific kind of direct mail did you purchase?
- What were the reasons you used direct mail?
- What types of audiences do you target with direct mail?
- If using direct mail was no longer an option for you, what ONE media would you buy to fulfill same goals?
- If you did not use direct mail, why not?

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Local Agencies answer a different set of questions, focused on how they make marketing decisions for their clients.
WHAT IS THE LOCAL ADVERTISER SURVEY?

Borrell Associates conducts a survey of local advertisers and ad agencies each year. This is done with the help of local media organizations throughout the country. In 2022, more than 2,000 businesses completed the survey.

HOW IS THE SURVEY CONDUCTED?

We use an online survey platform to host our survey, which we program and manage for all participating media companies.

As a participating media company, you send your local advertisers an email asking them to participate. The link is unique to your media outlet, allowing the results to be collected for an individual property and compared to the overall national averages.

WHO TAKES THE SURVEY / WHO SENDS THE EMAILS?

Participating media companies email the survey solicitation to their advertising clients. You always maintain ownership of your list.

We will provide suggested copy for 3 emails (1 initial invitation and 2 reminders), as well as a timeline of when to send those emails to drive participation from your local businesses.

Response rates will depend on the quality and size of your list. We suggest sending to no fewer than 5,000 emails to get a minimum sample size for your company.

WHAT IS THE DELIVERABLE?

Each participating media company will receive an Excel workbook that displays the answers to every question posed in the survey – as well as a comparison to a national average. This report will serve as a great scorecard of local marketing trends. Those with 50 or more responses will also see the results compared to the total U.S. (minimum of 50 respondents for each survey link are required for individual market breakout)

You’ll receive answers to all open-ended questions answered by your respondents. And, you’ll receive a separate contact file listing those businesses who completed the survey and entered the contest.

HOW DO MY ADVERTISERS BENEFIT FROM THIS?

Survey respondents will:

- Be entered in a drawing to win 1 of 8 $100 VISA gift cards (provided and awarded by Borrell Associates)
- Get a summary of the survey results. Be invited to participate in an exclusive SMB insights panel maintained by Borrell Associates
- The summary of the survey results are provided to Advertisers/Agencies who request a copy.